ORDER

Orders Order / Rev: 37561 Alt Order #: 08877060 Product Desc: OBAMA/P/D Estimate: KLAS 1904 Flight Dates: 10/16/12 - 11/06/12 Primary AE: Mike Jones Original Date / Rev: 10/10/12 / 10/10/12 Sales Office: K-WA\$ Order Type: **GENERAL** Sales Region: National Agency Name: **GMMB Buying Contact:** Billing Type: Cash

Advertiser Name: Obama, Barack D-President

Demographic: A35+

Billing Contact:

Product Codes: PO1
Priority: LV4

1010 Wisconsin Ave NW

Washington, DC 20007

Revenue Codes: AGY, POL, CAND

New Business Thru:

Agency Commission:

Billing Calendar:

Billing Cycle:

Order Separation:
Advertiser External ID:

Agency External ID:

Totals

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	37	\$12,160.00	\$10,336.00

Share 30%

0%

0%

0%

Totalo	I #0 + I	0	Mat Assessed	Datina
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	37	\$12,160.00	\$10,336.00	0.00
Totals	37	\$12,160.00	\$10,336.00	0.00

Broadcast

EOM/EOC

00:15:00

15%

Account Executives

Order Share

KLAS

KVWB

UNKWN

LV1

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Total

\$0.00

\$0.00

\$0.00

\$12,160.00

Market	100%	\$40,533.33
Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$10,133.33
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,026.67

Ln Ch	start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	3 10/16/12	10/22/12	8 News Now 5a M-F 8 News Now 5a M-F		5-6a	MTWTF	:30	4	\$185.00LV3	0.00 NM	4	\$740.00
-	Start Date	End Date	Weekdays Sr	oots/Week 4	<u>Rate</u> \$185.00	Rating 0.00						
E 2	: 10/16/12 B 10/20/12	10/22/12	CBS Early Show - Sa	at. CM	5-7a	\$-	:30	1	\$335.00LV1	0.00 NM	1	\$335.00

Print Date: 10/10/12 16:58:12 Page 2 of 3

KLAS

Order / Rev:

37561

Advertiser:

Obama, Barack D-President

Alt Order #: Flight Dates:

08877060 10/16/12 - 11/06/12 Product Desc:

OBAMA/P/D

Estimate:

1904

Ln Ch Start End CBS THIS MORNING SATU	•	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date	Weekdays Spots/Week	<u>Rate</u> \$335.00	Rating 0.00						
E 3 8 10/16/12 10/22/12	Live w/Kelly CM Live w/Kelly	9-10a	MTWTF	:30	5	\$300.00LV2	0.00 NM	5	\$1,500.00
LIVE! WITH KELLY <u>Start Date</u> <u>End Date</u> Week: 10/16/12 10/22/12	Weekdays Spots/Week MTWTF 5	<u>Rate</u> \$300.00	Rating 0.00						
E 4 8 10/16/12 10/22/12 8 NEWS NOW AT NOON	8 News Now Noon M-F CM 8 News Now Noon M-F	12-1230p	MTWTF	:30	5	\$275.00LV3	0.00 NM	5	\$1,375.00
<u>Start Date</u> <u>End Date</u> Week: 10/16/12 10/22/12	Weekdays Spots/Week MTWTF 5	<u>Rate</u> \$275.00	Rating 0.00		_				
E 6 8 10/22/12 10/22/12 THE TALK	The Talk 2-3P CM The Talk	2-3p	M	:30	1	\$1,315.00LV1	0.00 NM	1	\$1,315.00
Start Date	Weekdays Spots/Week	<u>Rate</u> \$1,315.00	Rating 0.00						
E 7 8 10/16/12 10/22/12	Ellen CM Ellen	3-4p	MTWTF	:30	5	\$375.00LV3	0.00 NM	5	\$1,875.00
Start Date	Weekdays Spots/Week	<u>Rate</u> \$375.00	Rating 0.00						
E 8 8 10/20/12 10/20/12 THE INSIDER WEEKEND	Politics Now S Sebelius CM Politics Now S Sebelius	Various (5:30 PM-6:0	S- 00 PM)	:30	1	\$200.00LV4	0.00 NM	1	\$200.00
Start Date	Weekdays Spots/Week	<u>Rate</u> \$200.00	Rating 0.00			1			
E 9 8 10/21/12 10/21/12	Sun 530-6p Ins Ed Wkn@M Inside Edition Wknd	530-6p	S	:30	1	\$165.00LV2	0.00 NM	1	\$165.00
INSIDE EDITION <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	Rate \$165.00	Rating 0.00				1		
E 10 8 10/16/12 10/22/12	8 News Now 4p M-F	4-5p (4:30 PM-5:0	MTWTF 00 PM)	:30	2	\$350.00LV3	0.00 NM	2	\$700.00
8 NEWS NOW AT 4PM & 43 <u>Start Date</u> <u>End Date</u> Week: 10/16/12 10/22/12	Weekdays <u>Spots/Week</u> MTWTF 2	<u>Rate</u> \$350.00	Rating 0.00						
	Sat 7-8p - ET Wknd CM Ent Tonight Weekend	7-8p	S-	:30	1	\$220.00LV2	0.00 NM	1	\$220.00
ET WEEKEND <u>Start Date</u>	Weekdays Spots/Week	<u>Rate</u> \$220.00	Rating 0.00						
E12 8 10/20/12 10/20/12	Sat 10-11p CM 48 Hours Mystery	10-11P	S-	:30	1	\$900.00LV2	0.00 NM	1	\$900.00
48 HOURS MYSTERY <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week		Rating 0.00						
E13 8 10/16/12 10/22/12	137-237a M-F Elec Plyg M Electric Playground	137-207a (1:37 XM-2:3	MTWTF 37 XM)	:30	2	\$20.00LV4	0.00 NM	2	\$40.00
PLAYGROUND/ET <u>Start Date</u>	Weekdays Spots/Week		Rating 0.00				P		
E14 8 10/20/12 10/20/12	Sat 1235-135a DaVinci I6M Da Vinci Inquest	12.35a-1.35 (12:35 XM-1		:30	1	\$40.00LV3	0.00 NM	1	\$40.00
DAVINICI <u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	<u>Rate</u> \$40.00	Rating 0.00				-		
E15 8 10/21/12 10/21/12	Sun 105-205a Bros/Sist ⊛M Crimetime Saturday	105-205a (1:05 XM-2:0	- S 05 XM)	:30	1	\$140.00LV1	0.00 NM	1	\$140.00
CRIMEIMTE									

Print Date: 10/10/12 16:58:13 Page 3 of 3

Order / Rev:

37561

Advertiser:

Obama, Barack D-President

Alt Order #: Flight Dates: 08877060

Product Desc:

10/16/12 - 11/06/12

Estimate:

OBAMA/P/D 1904

KLAS

Ln C	h	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 15	8	10/21/12	10/21/12	Sun 105-205a Bro	os/Sist@M	105-205a	S	:30	1	\$140.00LV1	0.00 NM	1	\$140.00
				Crimetime Saturo	lay	(1:05 XM-2:0)5 XM)						
CF	RIMEII	MTE											
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 10/1	5/12	10/21/12	S	1	\$140.00	0.00						
N16	8	10/16/12	10/22/12	8 News Now 5-63	Op M-FCM	5-630p	MTWTF	:30	5	\$500.00LV2	0.00 NM	5	\$2,500.00
				8 News Now 5-63	30p M-F	•							
	Ştar	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Wee	k: 10/1	6/12	10/22/12	MTWTF	5	\$500.00	0.00						
N 17	8	10/21/12	10/21/12	Sun 530-6p Ins E	d Wkn@M	530-6p	S	:30	1	\$115.00LV4	0.00 NM	1	\$115.00
				Inside Edition Wh	knd	•							
	Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	k: 10/1		10/21/12	S	1	\$115.00	0.00			_			
											Totals	37	\$12,160.00